GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

STARRED QUESTION NO:155
ANSWERED ON:04.05.2016
Advertisement Revenue in Railways
Scindia Shri Jyotiraditya Madhavrao

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railways has appointed any global consultancy firm to assist them in mopping up advertising revenue in the next few years;

(b) if so, the terms and conditions of the agreement and the details of areas/sectors in which the firm is likely to guide Railways to generate revenues; and

(c) the details of views suggested by the consultancy firm and the action taken by the Railways on those points/views?

Answer

MINISTER OF RAILWAYS
(SHRI SURESH PRABHAKAR PRABHU)

(a) to (c): A Statement is laid on the Table of the House.

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STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF STARRED QUESTION NO. 155 BY SHRI JYOTIRADITYA M. SCINDIA TO BE ANSWERED IN LOK SABHA ON 04.05.2016 REGARDING ADVERTISEMENT REVENUE IN RAILWAYS.

(a) & (b): Yes, Madam. With a view to generate additional revenue through commercial publicity, a Professional Media Agency, has been appointed through open tender process by Rail India Technical and Economic Services (RITES). Terms and conditions of the appointment include:
(i) Assessment of the earning potential/value of static and mobile assets of Indian Railway on Pan India basis by selection and survey of representative stations and trains; and
(ii) Completion of the study within a time frame of six months from the date of appointment i.e. 25.01.2016.

(c): Does not arise.
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